

## **CAMPAIGN: CLIMATE**



**FILM WORKING TITLE:** Why the World Needs Germany to Exit Coal now

**AUDIENCE:** *Be specific - which 'policy makers', which media publications, who on social media? This should come from campaign teams, then comms.*

- German policymakers
  - Green party leaders
  - MPs
  - Key federal ministries
  - EU policymakers
  - Target key German MEPs with influence/footprint on the German national stage
  - International film festivals
- German film festivals
- EJF social media followers

**BACKGROUND/CONTEXT:** *Summary of the reasons the film is needed, including key statistics, links to briefings/reports. Will interviews be needed and do the campaigners have recommendations? What is the environmental story (lead), what are the associated human rights issues?*

### **Context**

- 1) Russia's invasion of Ukraine has galvanised the new German coalition government and created a new political moment for bold, transformative change in energy policy and energy security. Chancellor Olaf Scholz (SPD) and his coalition partners have the opportunity to radically re-imagine the German energy market. We must use the Russian invasion and the energy insecurity issues and moral questions it highlights, to accelerate the transition off of coal and towards a cleaner, renewable-powered, 1.5C compatible future.
- 2) However, there is a very real danger that rather than using the invasion to turbocharge the green transition, that Russian dirty fuels, including Russian coal, be simply swapped out for fossil fuels from different sources, with all of the climate implications, human rights abuses and threats to biodiversity this would entail. This film will investigate two alternative coal sources – in Australia and Colombia – telling the stories of how Germany's continued coal addiction is harming the environment and the specific communities displaced by coal mines selling to the German market.
- 3) Part of the new government's coalition document (non-binding) set a target to phase out coal consumption in Germany by 2030. This pledge is seen as aspirational, but not a firm, legally binding commitment. It is critical that Germany meet this challenge, and that the government make a concrete pledge to exit coal by 2030, with robust implementation plans to map out a green, just transition.

### **The story**

Germany – Germany is responsible for [4%](#) of the global total greenhouse gas emissions from 1850 to 2021, respectively, not including overseas emissions under colonial rule. When you calculate per capita emissions over this time period, Germany ranks 9th highest in the world. Germany is also currently the highest emitter in the EU. Although it has made some progress in curbing emissions, Germany's potential to be a leader of the global green transition has been slowed by 1) [government reaction](#) to the 2011 Fukushima nuclear disaster in Japan, following which Germany replaced existing nuclear capacity by falling back on super polluting coal and other fossil fuels; and 2) misguided federal policy which curtailed investment of what was shaping up to be a booming solar industry.

Germany is the [ninth highest](#) consumer of coal globally. [In 2020](#), Germany imported all of the 31.8 million tonnes of hard coal it consumed. Its leading coal suppliers were Russia (45.4%), the United States (18.3%) and Australia (12.3%). Hard coal covered nine percent of Germany's primary energy use in 2021. Most is burned for power generation (9% of gross electricity in 2019).

The new German government has pledged an accelerated green transition, and the time is now to push them further and faster on commitments to phase out coal. Russia's invasion of Ukraine has highlighted Germany's unsustainable and unethical dependence on Russian fossil fuels – swearing off Russian fossil fuels is a critical step for protecting the Ukrainian people as well as German energy security, but the German government must not make the mistake of simply replacing dirty Russian fossil fuels with dirty fuels from elsewhere. Rather, this moment presents a historical opportunity to accelerate the transition to real zero solutions and a just green transition for Germany and the world.

A German coal exit by 2030 would help the country achieve its net zero commitments and support the global achievement of the 1.5C target. But a faster transition to renewables is not just about avoiding climate catastrophe: it would have net positive impacts on life in Germany. A recent study comparing different German climate action plans would, on average, [create 275,000 additional jobs](#) and add 1.1 percent in growth to the gross domestic product (GDP) by 2030.

[Australia](#) – Australia is the world's [second largest exporter of coal by weight](#), and the former ruling Liberal National Party is deeply entangled with corporate coal interests. In 2020, Australia provided 12.3% of German hard coal imports, but this year, in response to the Russian invasion, the Australian federal government is trying to [increase coal mine output](#) to increase exports to Europe, including Germany, who are trying to wean themselves off of Russian fuels. One way they are trying to do this is by allowing Indian conglomerate Adani to more quickly increase output from its 10mn t/yr Carmichael coal mine in the Galilee basin of Queensland.

Adani's [Carmichael coal mine has been mired in controversy](#) since plans were first announced in 2010. The Carmichael coal mine is destroying the ancestral lands, waters and cultures of Indigenous peoples - the Wangan and Jagalingou Traditional Owners - who have never given their consent to Adani. Adani has been accused of actively working to divide the W&J people in order to claim that they have consented to the mine, using tactics such as engineering sham meetings, stacked with people who were not part of their native title claim group, to create a sheen of legitimacy. Adani even filed a court order [banning Indigenous activists from a ceremonial camp on the mine site](#). In 2021 Adani tried to bury [a study](#) that found Adani violated international human rights law. The study

recommended that mine construction be suspended. The [United Nations Committee on the Elimination of Racial Discrimination](#) has also requested Adani's mine be suspended because it may violate Indigenous rights.

There have been legal challenges and public outcry around the world, including [in Germany](#) against mine partner company Siemens, but the mine and associated rail infrastructure construction have moved forward and in late 2021 was nearing delivery of its first coal shipment. Under its original plans, the Carmichael mine would have been the largest coal mine in Australia producing 60 million tonnes of coal per year, but boycotts from key financial backers, combined with fluctuating prices of coal in the past few years, have meant that as of now, the mine is only anticipated to produce [one-sixth to one half](#) of the originally planned output.

[Colombia](#) – On April 6, 2022, it was agreed to increase imports of Colombian coal to Germany in response to the sanctions imposed on Russia in the current context of the war in Ukraine. This allows Germany to partially replace its demand for Russian coal by increasing exploration and exploitation in the Wayuu indigenous territory. The growing demand for Colombian coal gives a new boost to El Cerrejón, Latin America's largest coal mine, which announced last year its closure due to low demand for the material. However, it now plans to increase its production to meet, among other things, German demand for the material. El Cerrejón is a large open-pit coal mine in La Guajira, Northern Colombia owned by Glencore (and others), where low-ash, low-sulphur bituminous coal from the Cerrejón Formation is excavated. At over 690 square kilometres the mine is [one of the largest of its type](#), the largest in Latin America and the tenth biggest in the world. The El Cerrejón mine has already been associated with [many human rights violations](#) over its history, according to Indigenous leaders.

One day after the agreement between the two heads of state, El Cerrejón received permission from the Colombian government to divert the Bruno stream and mine the ore lying in its riverbed. Historically, the Bruno stream has not only been a source of water and cultural and spiritual well-being for the indigenous and Afrodescendant communities living in the area but is also considered a biological corridor between Perijá and the Sierra Nevada de Santa Marta. These communities have already experienced permanent and irreversible loss and damages to their livelihoods, homes and territory, as well as loss of culture, identity and biodiversity, which cannot be quantified in monetary terms.

The local Indigenous communities, mainly from the Wayuu Nation, have suffered devastating impacts from the Cerrejón mine. Contamination from the mine has destroyed the community: most of the Wayuu live rurally and rely on subsistence agriculture, which has been threatened by mine contamination and lack of access to clean water – an issue at risk of escalating as the arid climate further heats under climate change. Between 2010-2018, [4,770 Wayuu children](#) died in la Guajira due to malnutrition. There have been various legal battles over the mine in its history, and most recently, the Wayuu have filed a complaint against one of the Cerrejón owner parent companies with the OECD. In 2021 (shortly after the complaint to the OECD) several of the MNCs owning the mine – including BHP, Anglo American and Glencore – had announced [plans to renounce ownership](#) of the mine and pass on the contracts to the Colombian government over the next few years. It is unclear whether the new contracts to supply coal to Germany will impact this.

- Open letter EJF signed on to is [here](#).

**OBJECTIVES:** *What is the desired goal/outcome? Ask campaign teams to be as specific as possible [here](#)*

The film will shine a spotlight on the global footprint of Germany's coal addiction, and highlight the need for an urgent transition to renewable energy, rather than a substitution of Russian coal for other fossil fuels. The film will encourage German policymakers to seize this historical opportunity for transformative change and make a firm commitment to a coal exit by 2030.

Social media videos, produced alongside the documentary, will be shared across EJF's social media channels to build the pressure before COP27 and the end of the German G7 presidency.

**SYNOPSIS:** *A few sentences on the key narrative, messages and style/tone of the film*

The film will follow the stories of two communities impacted by coal mining for the German market, in Colombia and Australia. These stories will highlight the intertwined impacts of coal consumption on climate, biodiversity and especially, Indigenous and human rights, to make an urgent case for a green transition and to ensure that Russian coal is not simply replaced by other dirty fuels.

The film will feature interviews with the local communities affected by coal mines in Colombia and Australia, and the activists working to protect their communities. The shots of local biodiversity and community life will serve as inspiration to end coal mining for German consumption.

### ***Messaging***

- A HUMAN FACE FOR THE COAL EXIT – German coal consumption has harmful impacts on communities and the environment around the world. Ordinary German citizens do not want to heat their homes off the backs of vulnerable Indigenous communities or at the cost of beautiful ecosystems and a liveable planet.
- SEIZE THE MOMENT – the European and German rethink of energy security in the context of Russia's invasion of Ukraine is a historic opportunity to accelerate the transition towards a more just and sustainable future for all. The time for action is now.

**CTA/RECOMMENDATIONS:** *What is the ask?*

- Germany must firmly commit to coal exit by 2030 at the latest and develop tangible and socially just implementation plans, backed by required financial commitments

**DISTRIBUTION PLAN:** *Where will this be shown/promoted initially and how can we maximise views with as many audiences as possible afterwards? Where will it 'live' after it's been released?*

- Distribution via email list to selected German policy makers

- Use film as a hook/pitch for a co-authored comment/op-ed on climate action, effects of the climate crisis on Germany, Germany's role/responsibility, climate justice etc.
- International film festivals:
  - Flagman: tbc
  - Midweight:
  - Lightweight:
- Film festivals in Germany, Switzerland and Austria:
  - Human Rights Film Festival, Berlin
  - Umwelt-Film-Festival, Potsdam
  - Films for Future Festival, Zurich
- EJF website, mailing list and social media:
  - Permanent availability of the link to the film on EJF's German website and on EJF's German YouTube channel
  - Distribution via all social media channels as well as sending the link to EJF's mailing list (+3k subscribers)

Potential to enter it into the Environmental Impact category for One World Media.

Potential to use it as a pitch to screening services (Netflix, Prime)

**HOW WILL YOU MEASURE SUCCESS:** *Views/engagement on social media, feedback from campaigners after the screening, success at festivals? Again, involve campaigners.*

- Responses/engagement and follow ups with key policymakers
- Successful placement of a joint op ed with key German policymaker
- Attendance at launch film screening in Berlin
- Acception rate/victories at film festivals or other environmental awards
- Views/engagement on social media, growth of social media supporter base with specific climate interest - shall we reach out to influencers?

**LENGTH (ALL VERSIONS):** *Factor this into the hour budget*

> 15 min

**FORMATS:** *What are the delivery aspect ratios? Any restrictions on file size?*

**OTHER LANGUAGES:** *Factor this into the hour budget*

English

German